GEOGRAPHICAL INDICATION AND ITS IMPACT ON THE LIVELIHOODS OF THE CRAFTS SECTOR

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Introduction

Craft sector is the second largest employment provider in the unorganized rural economy and comes second only after agriculture in terms of providing livelihood to rural population. India has a rich cultural heritage of crafts and each state of India is known for its unique crafts owing to the skills of the people in the area which have been developed over a long period of time and several generations and the raw material which is mostly sourced from within the geographic parameters of the area. All parts of India have textiles that are unique and bear the characteristic of the place and are reminiscent of the local geographical factors like climate, raw material, occasion and the human factor of artisans who carefully construct the fabric and the surface ornamentation on them which distinguish and demarcate them from those of the other or neighboring regions. These textiles have been long patronized by the noblemen and common people alike and have been worn with pride symbolizing the status and the origin of the person wearing them.

Geographical Indications (GI) in their current form are one of the newest forms of Intellectual Property Rights and the rights given collectively to a community of a particular place. The rationale of granting a GI is to protect as well as promote locally made goods (by sharing benefits with the locals) while it also acts as a deterrent for others to free- ride on the goodwill of the product which has been granted GI status.

In the west there have been several studies done to ascertain the impact of Geographical Indications on the selling of agricultural products and in several cases it has been observed that the product with GI has gathered up to 40% premium over and above the price that it was previously sold. The significance of this study is to enlighten the fact that GI's and traditional knowledge have a lot of commercial significance for the communities that have their subsistence on them and giving them recognition would help them to compete better in the international markets and would draw a premium for the product. A GI distinguishes a Champagne from sparkling wine and a Bordeaux from just another red wine is the fact that Champagne which is essentially a sparkling wine comes from a special region of France which gives it a distinct taste and characteristic reminiscent of the area and the attributes of the product are because of the quality and temperature of the place is perfect for making a sparkling wine which can be distinguished easily in both taste and quality.

The Geographical Indications of Goods (Registration & Protection) Act, 1999 came into force in September 2003. The GI Act was passed in India in 1999 and has been amended for GI protection in 2003. In India 'The Geographical Indications of Goods (Registration and Protection) Act' (GI Act) was enacted on 15 September 2003 in compliance with India's obligations under TRIPS at the WTO. (Londhe, 2016).

GI's have come into effect from only the last 15 years in India and all of them have not been granted simultaneously but rather some of them have been granted much before the others so the study shall be done keeping in mind the effect of GI's and the time duration for which they were granted the GI's and would be determined accordingly.

India holds a peculiar position in the domain of GI's as unlike its European counterparts. Most of the GI's in India have been registered under the handicraft category instead of agricultural products. This position for India is also an opportunity to upscale the position of hand- crafted goods in the International market while also improving the wages and the living conditions of the workers involved in the production of these goods by enabling them to sell the products at a premium to its potential customers. Such a position would also help the marginalized strata of the society to uplift their socio-economic status and instilling a pride in their crafts. It would also lead to renewed interest in crafts of the future generations of these artisans and it could also serve as an alternate strong economic alternative for rural and semi- urban population.

Since the GI Act has been passed in India in 1999 to its implementation starting in 2003 till date the state of Rajasthan has ten GI's out of which seven are in the craft sector (excluding a GI of a logo) and only 2 out of these crafts are practiced in the urban areas. Rajasthan has a large rural population and according to the 2011 census survey 75.13% of the population lives in rural areas however the migration of youth to urban areas in search of better economic opportunities is increasing at a steady pace**.** The impact the granting of GI's makes on the crafts and thereby the economy of the rural population could have immense potential and deeper impact in both social and economic spheres and therefore needs to be studied in detail to ascertain the strength and gap areas of intervention.

Motivation/ Justification of the study: Geographical indications are an important intellectual property right in the context of the craft sector and livelihoods in India.

•GI's are a relatively newer form of protection and countries like India has recently acknowledged their potential. The full impact of effective GI implementation is yet to be seen and quantified. Identifying and quantifying the socio-economic aspects and in the living conditions of the artisans is essential in the first few crafts that have been granted GI so that relevant implementation could be done in potential crafts which could have GI in near future.

•While certain crafts like Pochampally Ikat are highly documented as a case study there are very few case studies related to other crafts in the domain. The conditions of workers and the incentives provided by the government vary across states and therefore needs to be assessed more minutely.

Rationale of the study: The rationale of granting a GI is to protect as well as promote locally made goods (by sharing benefits with the locals) while it also acts as a deterrent for others to free- ride on the goodwill of the product which has been granted GI status. One advantage of GIs in this context is that they are a common property instrument and do not belong to an individual but is collectively shared by the people bound by the same craft and geographical boundaries.

GI offers immense opportunity for handloom products as a marketing tool against powerlooms which produce similar products at a much cheaper cost, however registration of GI as well as distribution of economics possesses innumerable challenges given the highly de-centralized nature of the sector. (Vinayan, 2012)

Out of the 235 registered GI's in India handicrafts (including textiles) constitute 150 applications in total while agricultural goods account for 59 registered products. (The Office of the Controller General of Patents, 2014-15)

The significance of this study is to ascertain the fact that GI's and traditional knowledge have a lot of commercial significance for the communities that have their subsistence on them and giving them recognition would help them to compete better in the international markets and would draw a premium for the product.

The correlation between geographical location, craftsmen skills, economic benefits and GI's should be compared over a period of time so as to quantify the impact of formalized intervention of GI's on the social upliftment of the textile craft and the geographical area that are being studied through the research and whether the correlation is positive or negative in nature.

Since GI's in India have only come into force for the last 15 years the study material and case studies have been few and far in between and have often been done in controlled environment like craft clusters where there have been limited extraneous factors which could affect the outcome of the study. Subsequently while there are statistical data available in the public domain regarding the impact of GI's on perceived pricing of agricultural products there exists less data of the impact that it has had on textile products on consumer behavior.

Enforcement of GIs associated with such traditional arts and crafts products is an extremely challenging venture in India. In the first place, handlooms and handicrafts are sold from a variety of formal and informal outlets in India and the textile sector is the second largest employment provider in the informal sector of the economy after agriculture. There has been however a thrust given by the government in the form of incentives and subsidies to encourage consortiums of artisans in a geographical location to register for GI's. The full impact of GI's can be understood if their impact is assessed through the impact that it has over the livelihoods and working conditions of the artisans involved in the craft.

The results of the research as obtained could be implemented in the following form:

1. Extension of GI registration to other crafts of Rajasthan
2. Similar and extensive documentation of other crafts not yet registered for GI with an intention of mapping consumer behaviour, knowledge and attitude towards the product with an intention of finding points of intervention for the crafts.
3. To formulate case studies.
4. The study could be applied to critically endangered crafts for relevant government or NGO intervention.

Objectives

The objective of the study is to find information on the relationship between crafts and Geographical Indications through various medium and the status of GI's in the Indian Context. The study is limited to the crafts awarded GI's only in the state of Rajasthan.

The objectives of the study are as follows:

1. To study the role of Government agencies towards incentivizing and promotion of GI's.
2. To study the effect on textile crafts granted GI's and to understand the value chain model in the light of socio-economic benefits.
3. To study consumer awareness and buying behavior towards GI's based products.
4. To suggest strategies to increase awareness and revenue generation for GI's based products.

Review of literature

The literature review is a critical step in the research process. It helps to direct one's thinking and moves one toward developing a specific research question to be answered. Primary objective of reviewing literature understands previous work that has been done in the subject and to chalk out a research endeavor with a focus on the unexplored aspects to the problem (Kothari, 2000). Review of literature has been done under the following heads:

1. Geographical Indications – definition, scope and limitations
2. Development of Geographical Indications in India
3. Traditional Knowledge in India
4. Handicrafts and Geographical Indications in the Indian Context
5. Rajasthan- Context of Geographical indications and a brief analysis of the products which have been granted GI status in the state.

Geographical Indications

Geographical Indications is a type of intellectual property rights which includes other rights such as copyright, patent, trademarks etc.

‘‘A geographical indication is any direct or indirect reference to the geographical origin of a product, including characteristics or qualities which are related to that origin . . . [while] an appellation of origin is a qualified geographical indication denominating a country, region or locality indicating that a product is originating there from and has qualities, reputation or other characteristics which are essentially or exclusively attributable to the geographical origin, including human or natural factors. A denomination which has acquired a geographical character in relation to a product which has such qualities, reputation or characteristics is also deemed to be appellation of origin.’’ (GATT, 1990).

Four possible functions for GIs exist, which are drawn upon for the existence and scope of protection afforded to GIs these are:

- Origin: Designations operate as indicators of origin from which the products come, or are in some other way connected.
- Quality: Designations symbolize qualities which certain products have or which consumers associate them with and guarantee that they measure up to expectations.
- Investment or advertising: Designations are ciphers around which investment in the promotion of a product is built and that investment is a value which deserves protection as such, even when there is no abuse arising from misrepresentations either about origin or quality (Brouwer, 1991).
- Culture protecting: Designations Protect culture by preserving traditional production methods, habits of consumption and cultural identity (Broude, 2005).

``One advantage of GIs in this context is that they are a common property instrument. Whereas commercial trademarks are usually owned by individual economic agents who therefore have a monopoly on their use, GIs are instruments that can be used by all genuine economic agents in a specific geographical area, who respect the terms of reference guaranteeing conformity with

tradition or not a frozen set of practices but practices judged, after collective deliberation, to be consistent with tradition, i.e. that are genuinely a part of a living culture" (Petit, 2009).

Geographical Indications in India

The Geographical Indications of Goods (Registration & Protection) Act, 1999 came into force in September 2003. The GI Act was passed in India in 1999 and has been amended for GI protection in 2003. In India 'The Geographical Indications of Goods (Registration and Protection) Act' (GI Act) was enacted on 15 September 2003 in compliance with India's obligations under TRIPS at the WTO. The Government of India has established the 'Geographical Indications Registry' with all-India jurisdiction at Chennai, where the GIs can be registered (Londhe, 2016).

Development of GI's in India

Traditional knowledge and handicrafts have been for long associated with the Indian subcontinent. India is unique in a way that handicrafts have been more prominent in GI's than agricultural products. Knowledge in India has been passed verbally from one generation to another, and there have been a few scriptures to verify.

According to the 1999 Geographical Indication of Goods Act of India the registration of a GI is not compulsory. At the same time, the act states that registration affords better legal protection, in particular:

1. The registered proprietor and authorized users can initiate infringement actions;
2. The authorized users can exercise the exclusive right to use the GI (Section 9 of the Indian Geographical Indications of Goods Act, supra, n. 14.).

India has embraced the use of GI protection in general and for traditional artisanal products. (Iyer, 2005)Between January and May 2008 alone, eighteen of the twenty-two newly registered GIs went to traditional craft products: The registration is the first milestone to begin international branding of the state handicrafts and ensuring genuine as well as superior quality of craft merchandise for the consumers. The step will ensure the good standard of these handicraft goods and would enhance their prestige in domestic and (Pashmina and Kani Shawl Accorded

Registration, 2008)international markets. The Indian government expected a 15 to 20 percent increase in the export market in 2008 as a result of GI registration. These numbers clearly highlight the benefits of GI use. (Pashmina and Kani Shawl Accorded Registration, 2008)

GI registration is a marketing innovation learned from the example of Indian Darjeeling tea, which experienced global fame and skyrocketing sales after registering for GI protection in 2001. (Mathew, 2009)Since the demand for Darjeeling Tea is now five times more than what India can supply, several other countries are controversially filling the demand. (Mathew, 2009)

Enforcement of GIs associated with such traditional arts and crafts products would be an extremely challenging venture even within India, let alone in other countries. In the first place, handlooms and handicrafts are sold from a variety of formal and informal outlets in India making it a Herculean task to keep vigilance on imitations. Moreover, there are so many varieties of blended and machine-made products available in the market that regulating this trade is far from easy (Das, 2009).

While some GIs in India have initiated the marketing and promotional efforts in the right earnest, their eventual success would be contingent upon their ability to devote adequate resources and sustained efforts as per well-knit strategies. Many registered GIs in India are yet to venture effectively into this risky and challenging territory. Most of them are not yet geared towards global markets. According to author Kasturi Das In Economics' parlance, GIs belong to the category of club goods, i.e. goods that are largely non-rivalrous in consumption but excludable (Das, 2009).

In accordance with the Geographical Indications of Goods Act of India generic name or indication, in relation to goods, mean the name of a goods which, although relates to the place or the region where the goods was originally produced or manufactured, has lost its original meaning and has become the common name of such goods and serves as a designation for or indication of the kind, nature, type or other property or characteristic of the goods (O'Connor, 2010).

The law on GIs in India, the Geographical Indications of Goods (Registration and Protection) Act, came into force on September 15, 2003. Since then, eighty-three GIs have been registered and applications have been filed for thirteen more. Whereas from September 2003 to March

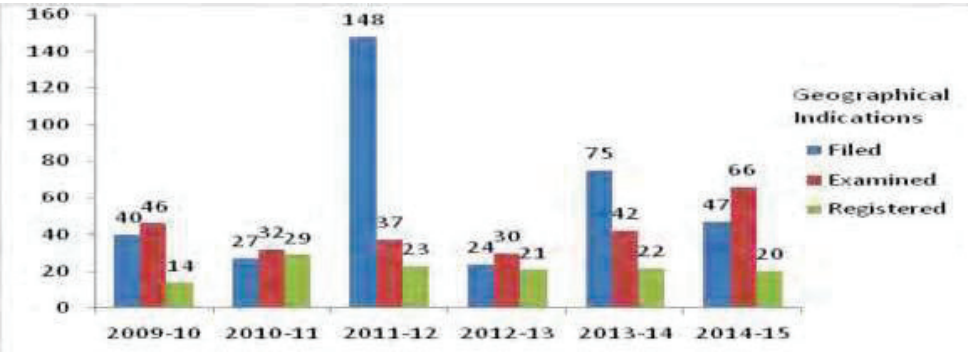
2007 only thirty GIs were registered, thirty-one were registered from April 2007 to March 2008 alone. Eighteen of twenty-two GI registrations in 2008 have gone to handicraft products. According to the latest statistics as on March 31, 2015 a total of 526 GI applications have been received by the GI registration office out of which 235 have been successfully registered (The Office of the Controller General of Patents, 2014-15).

Out of the 235 registered GI's in India handicrafts (including textiles) constitute 150 applications in total while agricultural goods account for 59 registered products((The Office of the Controller General of Patents, 2014-15).

While maximum number of GI's were registered between 2011-12 (148 in number), there was a decline in GI applications from 2013-14 (75) to 2014-15(47) (The Office of the Controller General of Patents, 2014-15)

A number of registered GIs would not be recognized even in other parts of India beyond the vicinity of their geographical origin, let alone in foreign countries. Hence, despite their GI status, such products are unlikely to sell at a premium all over India, unless appropriate marketing and promotional efforts are undertaken to build them as brands at least within the country, if not in the rest of the world.

According to the office of the Controller General of Patents, Designs, Trademarks and Geographical Indications report 2014-15, the following is a statistic of GI registration in India:



(The Office of the Controller General of Patents, 2014-15)

According to the office the revenue as generated by GI office has fallen between the years 2013-14 to 2014-15 owing to the less number of applications.

(i) Comparison of Revenue generated during the Year 2013-2014 and 2014-15

Year	2013-2014 (Rs)	2014-2015 (Rs.)
Patents	188,27,65,864	**374,00,78,912**
Designs	1,33,73,044	**2,31,50,202**
Trade Marks	122,50,00,000	**138,13,00,000**
GIR	6,49,990	**5,56,150**
PIS/RGNIIPM	6,63,484	**12,80,015**
Total	312,24,52,382	**514,63,65,279**

(The Office of the Controller General of Patents, 2014-15)

It is interesting to note that out of total 238 GI registered till February 2016, 79 (33%) GIs are belongs to Handicraft category, next is 71 (30%) textile category, agriculture 63 (26%), manufacturing 18 (8%) and last is food stuff 6 (3%). (Londhe, 2016)

This is in sharp contrast with the European scenario, where GIs predominantly relate to wines and spirits, or other food and agricultural products. Pochampally became the first traditional Indian craft to get a Geographical Indication (GI) registered (Londhe, 2016).

Handicrafts and GI in India

Although GI as a concept is still at its infancy in India, a study conducted by the UNCTAD India Programme has revealed that in case of agricultural products the premium in India could be in the range of 10–15% whereas in case of non-agricultural products it could be 5–10% Econometric models using hedonic pricing techniques also support the willingness to pay more for GI products. (Das, 2009)

The economic impact GI's have on products and while agricultural products have upto 10-15% premium on the products the handicrafts have upto 40% premium on GI's. India has a unique position when it comes to GI's. Unlike European countries where the emphasis is entirely on agricultural produce and its derivatives, Indian GI's are more inclined towards crafts and handicrafts. Handicrafts are an important source of generation of rural household income. According to data around nine million people are employed in the field of handicrafts creating over $3 billion in income. (Sengupta, 2011)For many of those people, there exist few employment alternatives.

GI offers immense for handloom products as a marketing tool against powerlooms which produce similar products at a much cheaper cost, however registration of GI as well as distribution of economics possesses innumerable challenges given the highly de-centralized nature of the sector. (Vinayan, 2012)

Since Geography and quality are inalienable aspects of GI, it becomes essential to strengthen linkages along the vertical levels of the supply chain to ensure wider distribution of rent. This assumes greater significance in consumer surveys indicating willingness to pay a premium for indications of origin (Vinayan, 2012).

GI's in Rajasthan- An Overview

Rajasthan is a state in the North- West part of India. It is traditionally known for various indigenous products and handicrafts which are renowned worldwide. Some of the well-known products from Rajasthan which have been granted the GI status include Bikaneri Bhujia, Molela clay pottery, Jaipur Blue Pottery, Sanganeri hand- block prints, Bagru prints, Kathputli, Thewa art work, Makrana Marbles (Natural Goods)and Kota Doria. Out of all the GI's granted only Bikaneri Bhujia and Makrana Marbles are non- handicraft products while the rest of them fall under the handicraft and textile categories.

Rajasthan has a total of 10 GI's registered which is about 4.2% of total GI's registered in India (Londhe, 2016) out of which 2 are textile category making up for 2.8% of total textile related GI's in the country. Kota Doria is the only GI from Rajasthan in which the craft as well as the logo both are registered.

Karnataka tops the states with the highest number of GI's in India with a total of 33 GI's while Rajasthan ranks 11th and ties with Maharastra, Gujarat and West Bengal for the total number of GI's registered.

Considering the fact that Rajasthan has a lot more handicrafts which could still fall under the purview of GI's and could reap economic benefits for the artisans it becomes essential that the possible GI's are mapped and tapped by the government.

Limitations of GI's

Although GI provides certain protection to the Traditional Knowledge (TK) and TCE but still there are certain limitation to protect the traditional knowledge.

A geographical indications regime to protect indigenous knowledge would only protect and preserve only tangible TK (Traditional Knowledge)and TCEs(complete). Focusing on the geographic aspect of GIs, some believe that GIs do not accommodate "human innovation" in the making of relevant products to justify the recognition of GIs as a form of IP (Munzer, 2007).

GIs are categorized as an intellectual property right, although according to some analysis of GIs they are not regarded as private property rights unlike other forms of intellectual property (Hinchliffe, 2009).

A GI is associated not just with the goods having some qualities or characteristics attributable to the place but also to the producers. It is sometimes argued that the subject matters of GIs, TK-related resources in most cases, lack the "intellectual process" which is a prerequisite for IP protection (Goswami, 2011).

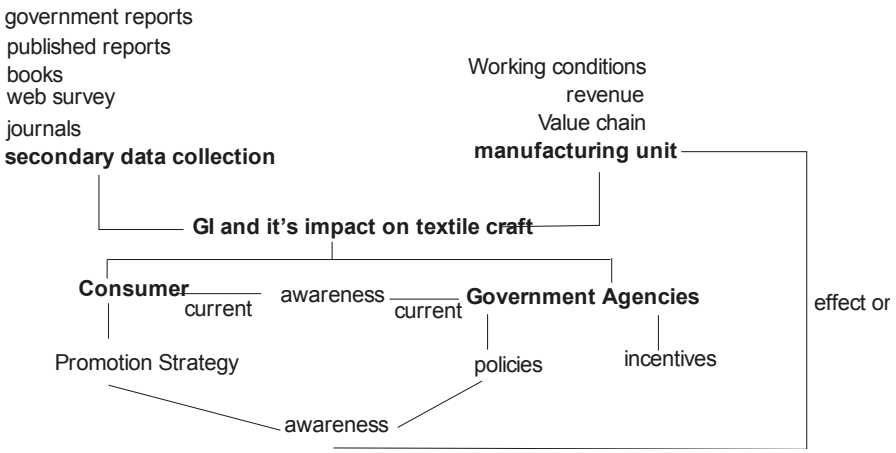
The knowledge connected with the geographical indication is not protected and it remains in the public domain. As a consequence, such knowledge is open to misappropriation by third parties (Zografos, 2016).

Methodology

As the subject matter of research is exclusively based in Rajasthan and the crafts are specific to the region, the study would be conducted across textile craft centers. It is also important to note that since GI has been granted to 6 crafts of Rajasthan and the logo of Kota Doria has also been granted GI, however for the purpose of the study only the crafts which have been granted GI shall be included. Three GI's belong to textile category i.e. Kota Doria, Bagru hand block print and Sanganer hand block print shall be studied in detail for the study. The method of research will be empirical research to find out the factors which contribute towards the visibility and awareness of GI's.

The data required will be a combination of qualitative and quantitative data. The required secondary data is sourced through government reports and sources and through the annual published reports of the controllers of patents and GI and through MSME, UNCTAD and other UN organization and government organization.

The research design is the specification of method and procedure used for acquiring the information needed for the study. The method of data collection will be a combination of audit, interview schedule and review of literature which is discussed step by step. The research as done would involve the manufacturers of textile crafts, the consumer of the craft and the government agencies actively involved in incentivizing and promoting the craft. Below is the conceptual framework diagram of the research

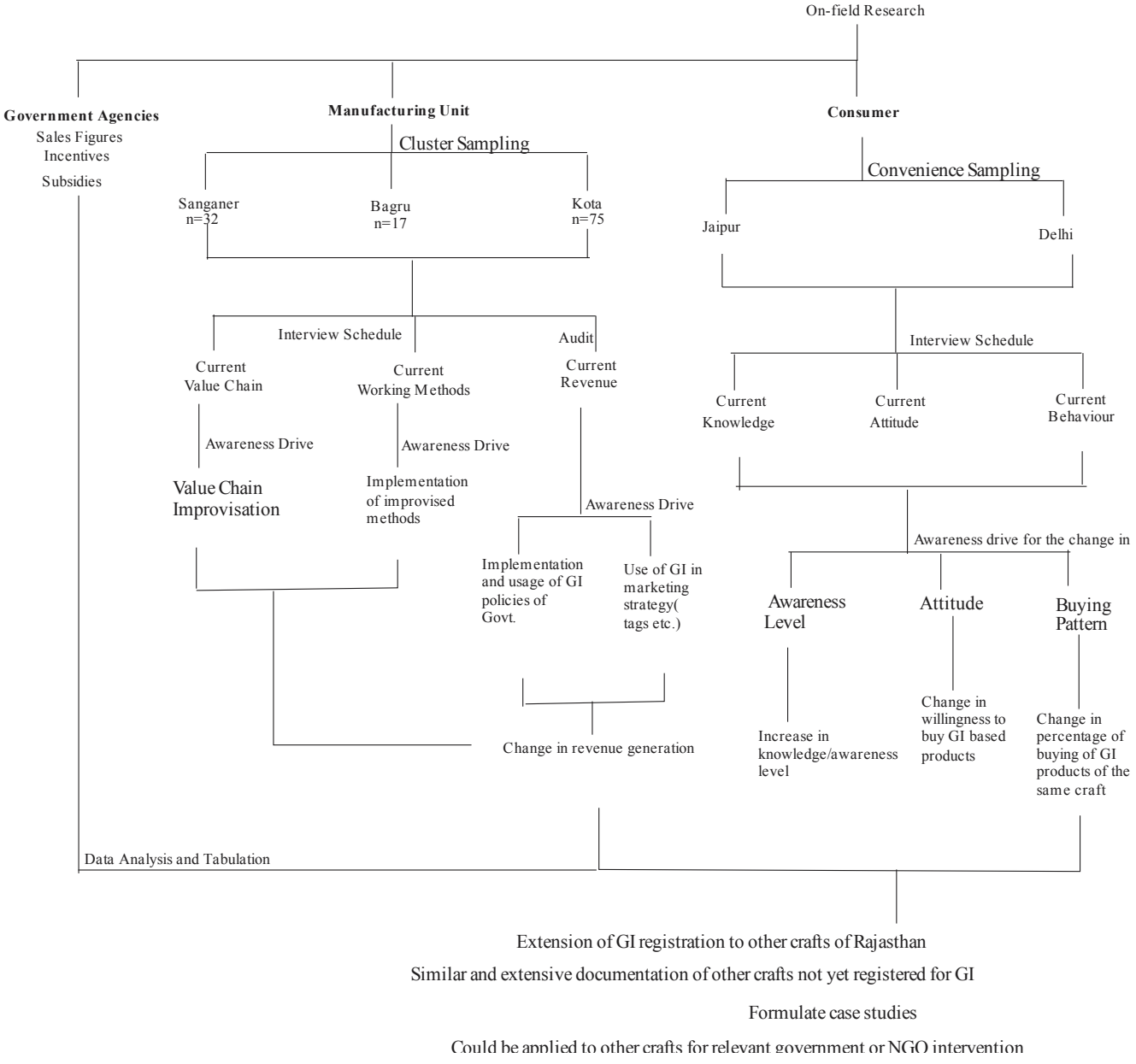


Conceptual Framework

The research design demonstrates a correlation between the usage of primary and secondary data to draw conclusions in the existing project. The research design was prepared considering variables like time, resources and objectives.

Research Design

The research is designed to carefully extract information in multiple phases from the stakeholders. Below is the framework of research design for the study:



Research Design

As discussed above the research will be divided into three main heads for data collection; Manufacturing units, consumers and government agencies. Primary data would be collected from both manufacturing units and the consumers while the secondary data would be collected from manufacturing units and government agencies.

Step-1 The data collected in the first phase would help determine the current levels of the stakeholders.

Role of Government Agencies towards incentivizing and promotion of GI's.

In order to meet the objective of finding the incentives and subsidies already provided by the government or its allied agencies in the craft sector secondary research is done.

Research procedure: Secondary research of data and statistics available in the public domain will be used for secondary research. The purpose of conducting the research is to

- Explore and analyze various case studies related to GI.
- To analyze the data and timelines available as part of information available in the public domain to know the current status and government incentives and subsidies available currently for the selected crafts.

The collection of data would be through the following sources:

- Web Survey
- Books
- Journals
- Published reports
- Published reports of Government of India

Effects of GI's of textile craft on manufacturing units and to understand the value chain model

Data shall be collected from the manufacturing units to understand the value chain model in the light of socio-economic benefits to them. The data will also be collected in terms of the sales data from the manufacturers. The data collected will be part qualitative and part quantitative as discussed below.

Locale of study: This study shall be conducted in the craft clusters of these crafts in the following region from the manufacturing units:

Sanganer Hand- Block Print: Sanganer

Bagru Print: Bagru, Jaipur District

Kota Doria: Kaithun

Sampling procedures

Selection of sample: The sample selection is based on the geographical area and the number of units available within each area. Preference would be given to master craftsmen.

Sampling technique: The data as selected would be through cluster sampling as the data would be restricted to certain geographical location only. Revenue will be assessed through audit of sales record.

Sample Size: The sample size for the manufacturing units shall be taken as 5% of the total population of the manufacturing units registered under the geographical region. In Sanganer there are approximately 650 units of textile printing functional out of which about 125 only do Hand- Block print and there are approx. 2500-3000 chippas working on the same. Five percent of the total artisans working in the sector will be taken for the interview schedule and the sample size would be 150 respondents. In Bagru there are approximately 340 units and sample size of 5% would be 17 units would be taken for research. In Kaithun village there are approx. 1500 weavers and 1500 looms and out of these 1500 weavers 47 are master weavers and a sample size of 5% of the population will be 75 weavers.

Geographical Area	Total number of Manufacturing unit	Sample Size 5% of total population (n)
Sanganer	650	32 units
Bagru	340	17 units
Kaithun	1500 weavers and 47 master weavers	75 weavers

Variable: The following independent and dependent variables for the present study are as follows:

Independent variables include factors like the cost of raw material, sales of the product and Geographical location.

Dependent variables include the cost price of the product and the wages of the employees.

Extraneous variables include subsidies and scheme launched by government and various schemes launched by government and inflation.

Tools of data collection: The tools for data collection would be interview schedule and structured observation method to gather data from the manufacturing units along with audit of their sales records.

Dimensions and distribution of item in the scale: The interview schedule will be done in the form of open ended and close ended questions for working conditions. Percentage of frequency occurrence will be used for calculations.

To study consumer awareness and buying behavior towards GI based products

Consumer awareness will be assessed for the knowledge; attitude and behavior towards GI based products.

Locale of the study: The locale of the study is Jaipur and New Delhi.

Sampling procedures

Selection of sample: Jaipur is chosen as it is the biggest city of Rajasthan and also the capital. Most of the important trade fairs happen in the city. New Delhi is the capital city of India and is also the nearest metropolitan city. New Delhi is also a center where lot of exhibitions and International trade fairs take place and often the artisans from Rajasthan travel to Delhi to showcase their products in various trade fairs.

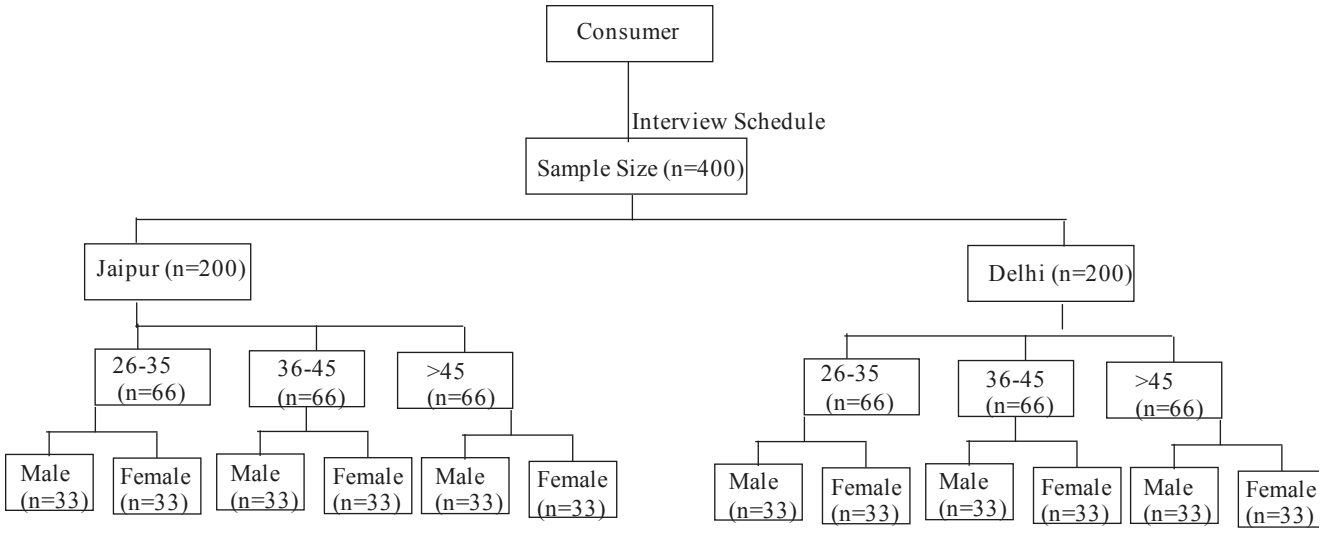
Sampling technique: The method of data collection would be convenience sampling as there is a need to identify the consumers of the craft.

Sample Size: The sample size to be taken for field study is approximately 400 respondents. These respondents shall be taken equally from Jaipur and Delhi both. The sample size taken from Delhi would be 200 respondents and from Jaipur would also be 200 respondents. These respondents shall be divided into the following age groups:

- 26-35 years
- 36-45 years
- Above 40 years

An equal number of 66 respondents each shall be selected from these age groups. A sample size of 33 female and 33 male respondents shall be taken for the interview schedule.

A detailed division of this sample size is described in the sample below:



Variable: The following independent variables for the present study are as follows:

Independent variables: GI's based craft, price of products.

Tools of data collection: The tools for data collection would be interview schedule and observation method.

Dimensions and distribution of item in the scale: The scale comprises of three different major sections 1. Knowledge of the consumer 2. Attitude towards GI based products 3. Buying behavior.

Section 1 is based upon the current knowledge of the consumers about GI based products. The section would have open ended questions and close ended questions both. The open ended questions would be assessed through percentage frequency of occurrence. The close ended questions would be assessed through scoring.

Section 2 is based upon the general attitude of the consumers and the willingness to buy GI based products.

Section 3 is based upon the current buying behavior of the consumers towards GI based products.

Scoring: Scoring in the first section to assess knowledge on the Likert Scale. The respondents would be asked to place a yes or no with their answers.

Scoring will be done in the second and third section of the questionnaire to assess attitude and buying behavior of the consumers. The respondents will be asked to place a number between 1 to 5 on the Likert Scale. The scoring of Likert scale is as follows:

5- Strongly agree, 4- Agree, 3- Neutral, 2- Disagree, 1- Strongly disagree

Statistical Analysis of data: For the analysis of data in part two and three of the questionnaire, the following steps were undertaken:

1. Coding: The data from the interview schedule will be transferred to the coding sheet by assigning numerals to responses for tabulation and analysis of data.

2. **Tabulation:** Tabulation will be done by arranging the data in the form of tables.

3. Analysis: Collected data will be analyzed to express the complex and scattered information into simple, clear and logical data which was expressed through the frequency and percentage of the data.

Step-2 Creating awareness drive

In this step the data analysis from Step-1 will be used for manufacturing units and the consumers as taken in Step-1 to create awareness drives for both the manufacturers and the consumers of the textile craft. The purpose of the same would be to educate them beyond the current level of knowledge (as determined through research in the initial phase). In the case of manufacturers the emphasis would be to educate them of the incentives and tax benefits available to them through the government.

For the consumers the drive would be to educate them about the craft as well as about the importance of GI's and the GI tags available currently in the market. The awareness drive would emphasize on the Knowledge Attitude and Behavior (KAB) aspect of the consumers.

Step-3 In this step will be determined the change in the perception of consumer and implementation of GI based knowledge in selling of the products by the manufacturers.

To study consumer awareness and buying behavior towards GI based product

Based on step-1 and 2 in this step will be determined the change in KAB of the consumers after conducting the awareness drive.

Locale of the study: The locale of the study is Jaipur and New Delhi.

Sampling procedures

Selection of sample: Method of sample selection would be convenience sampling of the same set of respondents taken in Step-1.

Tools of Data collection: Interview schedule.

Pre-Test and Post-Test

To study the effectiveness of awareness drive and to assess the change in perception, buying behavior and knowledge about GI based textile crafts pre and post evaluation of research design was conducted to assess KAB for consumers. The same interview schedule will be given to the consumers before and after to determine the change.

Dimensions and distribution of item in the scale: The scale comprises of three different major sections 1. Knowledge of the consumer 2. Attitude towards GI based products 3. Buying behavior.

Section 1 is based upon the current knowledge of the consumers about GI based products. The section would have open ended questions and close ended questions both. The open ended questions would be assessed through percentage frequency of occurrence. The close ended questions would be assessed through scoring.

Section 2 is based upon the general attitude of the consumers and the willingness to buy GI based products.

Section 3 is based upon the current buying behavior of the consumers towards GI based products.

Scoring: Scoring in the first section to assess knowledge on the Likert Scale. The respondents would be asked to place a yes or no with their answers.

Scoring will be done in the second and third section of the questionnaire to assess attitude and buying behavior of the consumers. The respondents will be asked to place a number between 1 to 5 on the Likert Scale. The scoring of Likert scale is as follows:

5- Strongly agree, 4- Agree, 3- Neutral, 2- Disagree, 1- Strongly disagree

Statistical Analysis of data: For the analysis of data in part two and three of the questionnaire, the following steps were undertaken:

1. Coding: The data from the interview schedule will be transferred to the coding sheet by assigning numerals to responses for tabulation and analysis of data.

2. **Tabulation:** Tabulation will be done by arranging the data in the form of tables.

3. Analysis: Collected data will be analyzed to express the complex and scattered information into simple, clear and logical data which was expressed through the frequency and percentage of the data.

To suggest strategies to manufacturers to create awareness and revenue generation

In this step the manufacturers would be given suggestion to successfully implement strategies to promote and market GI's based crafts to consumers and also audit their sales records to determine the change in percentage of revenue generated through sales. The strategies suggested would be based upon the primary data collected from manufacturers and the secondary data collected from government agencies in the first step of research.

Locale of study: This study shall be conducted in the craft clusters of these crafts in the following region from the manufacturing units: 1.Sanganer Hand- Block Print: Sanganer 2. Bagru Print: Bagru, Jaipur District 3.Kota Doria: Kaithun.

Sampling Technique: Audit of sales record will be used to determine the change in revenue generation.

Hypothesis

- H1: There is positive correlation between incentives given by the government and improvement of livelihoods in the textile crafts sector
- H2 There is a positive impact on the revenue of manufacturers of GI's based textile products.
- H3 There is a positive correlation between value chain improvisation and working methods and awareness of GI's in the textile sector.
- H4 There is a positive impact in knowledge attitude and behavior of consumers towards GI's based products.
- H5 There is a positive correlation between granting of GI's and perceived quality and price of the product

Limitations of the study

Due to the vastness of the subject the scope of the study has been limited to GI's granted in handicrafts in the state of Rajasthan. While the review of literature discusses various aspects related to GI's and how they have been implemented so far in India, data individually for the crafts of Rajasthan is very limited in number and in published documents and therefore is not discussed in detail in the review. The review however aims at discussing in detail the review of work already available in the domain.

Another limitation that would be faced in this situation is that artisans form the informal economy and often do not keep ledger of their sales and being in the informal sector it is often difficult to estimate the family income and expenditure to that from the business. The artisans owing to their limited knowledge and understanding of the subject might not be able to give a correct data which might deter the results of the study.

An alternate plan of study in such a case would be to source secondary data from NGO and government organizations working in the sector and corroborate their data with that of the record of artisans.

The price of the raw material and other auxiliaries involved in making of the craft also have not remained stable for the duration which might also be a hindrance in finding out accurate data on profitability and production.

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